



MISSOURI
CareerCenter

Where jobs and opportunities meet.

Marketing Style Guide

September 2000

MARKETING GUIDELINES

Additional Resources

Additional style guide resources for information not covered in the *Marketing Style Guide* include the “Associated Press Stylebook”, the “New York Times Stylebook”, the “Handbook for Public Relations Writing”, and the “Professional's Guide to Publicity”.

Americans with Disabilities Act (ADA)

Universality is one of the main principles identified for the design of the Missouri Career Center delivery system. Universal design requires that services and products be equitable and flexible in use in order to accommodate a wide range of physical, perceptual, communication and cognitive abilities, as well as a variety of environments. ADA accommodations, when applied, are equally effective for individuals who use English as a second language and those with diverse cultural backgrounds.

ADA requirements are addressed throughout this publication. However, if you have specific ADA questions, contact Rick Beasley at (573) 751-7796.

Editorial Process

News releases, brochures, and other printed materials are extremely important in marketing the Missouri Career Center system. The Division of Workforce Development is available as a reference resource for recommending design and layout considerations and maintaining a consistent Missouri Career Center message in all printed materials. Missouri Career Center partners may forward their written and printed materials to the Division of Workforce Development for review. The Workforce Development approach is to “improve” rather than “approve” printed materials. In addition to helping produce professional, high-quality materials, DWD hopes to eliminate any duplication of effort between the Missouri Career Centers and their partners, thus saving time and money. Affiliate Center partners may also take advantage of this review process. Materials sent to DWD for review will be returned within five business days.

Events (ADA Considerations)

Job fairs, seminars, meetings, and any other events should be located at a site which is accessible. Areas to review include parking, path of travel, entrance, reception or information areas, restrooms, restaurants, meeting rooms, signage, public telephones, and lodging rooms.

Meeting room elements able to be controlled include the maneuverable space within a meeting room and around a conference table. Specific requirements include knee clearance of at least 28 inches and reach range no higher than 54 inches.

At events such as job fairs, the display height must be accessible. Can the person reach brochures on display and read information easily? Are sign language interpreters available? Are their schedules posted and included in printed materials?

Promote the use of a quiet area where individuals who are hard of hearing can interview without the interference of background noise. If available, provide the use of assistive technology to support improved communication, for example, pocket talkers, laptop computers, etc. Include accommodation costs in the budgeting process by estimating the cost of interpreters, Braille or large print materials, readers, note takers, or any other accommodations. Build this cost into the event fee as with any other expense.

Logos

The Missouri Career Center logo will be a trademarked logo, which incorporates the “TM” symbol in text, and along side the logo. Updated logos will be made available to download through the Division of Workforce Development web site. Logo slicks will be made available to be downloaded from the DWD web site.

- ◆ The Missouri Career Center logo will be used for the majority of Career Center correspondence.
- ◆ The Missouri Career Center logo will be a registered trademark. Federal registration of the Missouri Career Center logo as a trademark gives substantial advantages if we should ever be faced with the task of stopping a potential infringer. Many of these advantages are lost if the trademarked logo is altered or used in any form other than the original trademarked image. **Therefore, NO adaptations or changes are allowed to the Missouri Career Center logo except:**
 - ◆ to resize the logo proportionately.
 - ◆ to add a Career Center name at the bottom of the logo in Times New Roman bold typeface.

Logo & Format Application

The logo signature shown to the right is the standard. The standard logo signature has several possible application variations.



Logo with Tagline Placement

Base logo size is 3-3/4" wide.

Base tagline is Time New Roman Bold 10 point.

In order to increase the signage proportionately, the percentage of increase applied to the logo must also be applied to the tagline.

For example, the logo is increased to 5" wide, the tagline must be increased to 13 point. If the logo is increased to 7-1/2" wide, the tagline must be increased to 20 point.

In the sample logo to the right, the tagline is 10 point. If the tagline needs to be two lines, the stacked taglines should be set solid (i.e., if the tagline is 10 point, the leading should also be 10 point).

One (1) point rule centered between "Where jobs and opportunities meet" and the tagline should be the same length as "CareerCenter."



Inappropriate Samples:



Logo samples that show the proper location and size of the registered trademark TM designation are available.

Missouri Career Center logo – partner agency logo:

- ◆ Use the Missouri Career Center logo on business cards, letterhead, envelopes, signage and other print material in conjunction with conducting business in the Career Center.
- ◆ Use the appropriate agency logo for agency business that is outside the scope of the Career Center or relates only to the agency.
- ◆ All marketing and advertising items that promote one or more Missouri Career Centers should always use the Career Center logo.
- ◆ Any marketing or advertising that specifically promotes the partnership or the system should use the Career Center logo.

Official Name

The official name for each Career Center is “Missouri Career Center – (city or region name)”, such as “Missouri Career Center – Joplin” or “Missouri Career Center – Northwest Region – Green Hills”. Use the official name for initial reference in press releases, brochures, etc. In subsequent references, the name can be shortened to “Career Center” or “Joplin Career Center”, etc.

Printed Material

ADA Considerations

- ◆ Add a Missouri Relay number to all brochures and printed material. Verify that the Missouri Relay number is accurate and monitored.
- ◆ Add language – “This information is available in alternate formats such as Braille, large print, audio tape and computer diskette. Contact _____ at xxx-xxx-xxxx.”
- ◆ Include the name or office to contact and a telephone number.
- ◆ Be prepared to produce the requested information in one of the alternate formats most commonly requested such as Braille, large print, audio tape or computer diskette. The audio tape alternative must be compatible with the tape recorder available.
- ◆ Establish a process for producing the alternate formats. A record of where the item was created should be kept.
- ◆ If the brochure is used frequently, is intended for the general public, or conveys vital information, consider creating some in alternate formats in anticipation of requests.
- ◆ Use fonts that are easy to read and size appropriate for the content and format.

- ◆ Post sign language interpreter schedules on posters and printed materials.

Questions regarding these ADA considerations may be addressed to the Division of Workforce Development, Director's Office Support Team.

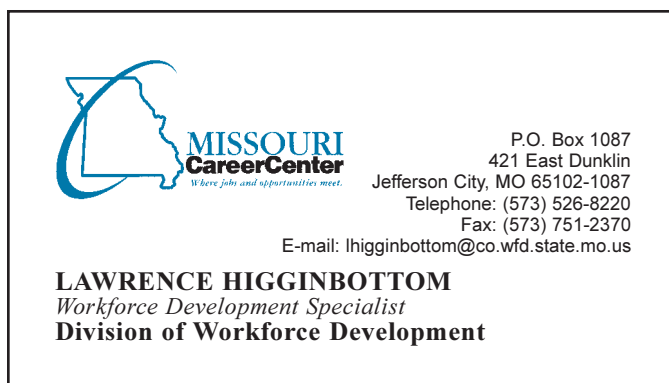
Brochures

The Missouri Career Center logo should be predominant in size and position on all printed material specifically designed to describe services offered at Missouri Career Centers. The names of specific partners may be used when describing services offered by that partner. However, partner logos should not be used. The name of the partner agency should also appear in printed material if the service is offered primarily through that partner agency.

Business Cards

Missouri Career Center business cards should use the Missouri Career Center logo. This includes all staff from partner agencies who work full-time in a Career Center. The use of separate agency business cards within the Missouri Career Center is discouraged. Persons working in the central office of a partner agency who also work for the Missouri Career Center System have the option of using either the Career Center logo or the agency logo. Persons working exclusively for a partner agency should use the agency logo and guidelines.

All business cards should include: name, title, address, telephone number, fax, and e-mail information. As an option, the Internet address may also be included. The back of the business card may be used for additional information such as a list of partners (no logos).



The address block should be set in Arial or Helvetica font and be 7 point type with 8 point leading/linespacing.

The name should be set in Times New Roman Bold font and be 10 point type with 14 point leading/linespacing.

The title should be set in Times New Roman Italic font and be 9 point type with 9 point leading/linespacing.

The partner should be set in Times New Roman Bold font and be 10 point type with 10 point leading/linespacing.

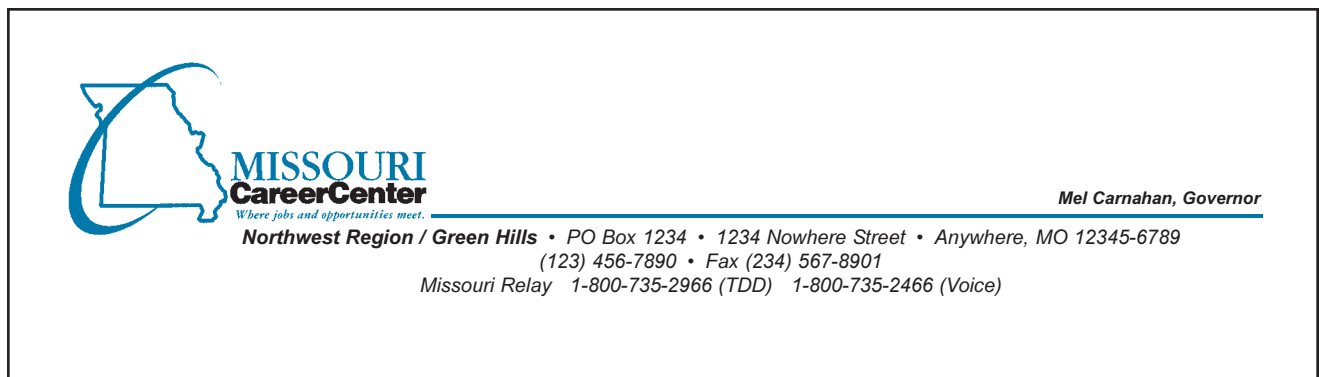
There should be a 1/4 inch margin of white space between the type and the edge of the card.

Letterhead

The purpose of Career Center letterhead is to create and promote a consistent image of the Missouri Career Centers. All Career Center letterhead should include a mailing address, phone number, fax number, Missouri Relay number and home page address (where applicable). Missouri Relay number may be included in the footer. Optional information includes “An equal opportunity employer” or other approved language. Colors are blue (Pantone 307) and standard black.

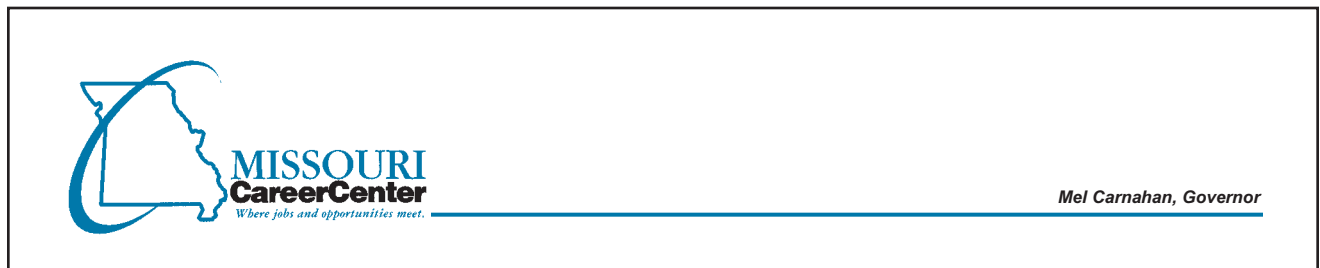
When deciding whether to use Career Center letterhead or partner agency letterhead, determine the target audience.

- ◆ Are you addressing issues for your workforce area?
Use the Career Center letterhead.



The address should be typed in Arial or Helvetica Italic, (partner name should be Bold Italic), using 7.5 point type with 9 point leading/linespacing.

- ◆ Are you promoting your services as a partner of the Missouri Career Center?
Use generic Missouri Career Center letterhead.



The advantage of using an integrated letterhead with either all partners or no partners listed is the cost savings. Printing can be expensive and this is one way to cut expenses and redirect the savings.

Questions regarding letterhead may be addressed to the Division of Workforce Development, Director's Office Support Team.

Newsletters

Newsletters published by a Missouri Career Center or region should contain information about all partners. The newsletter should promote the Career Center as one entity. In other words, focus on services – not partners. Use only the Career Center logo, not individual partner logos.

If several partners are currently publishing newsletters, try to combine them into a Career Center newsletter. The cost in terms of printing and staff time will be reduced without reducing the number of customers who are reached by the newsletter.

Include the Missouri Relay number and a general telephone number, along with the “alternate format” language.

Promotional Items

Giveaways:

The Missouri Career Center logo should be displayed on all promotional items unless the item is too small for a logo. Try to include the Career Center numbers or a “1-800” number. Resist using a single partner's name – instead use the Career Center logo and a particular service, phone number or benefit. Consider using the Missouri Relay number if space is available.

Videos:

All videos produced by partner agencies or Career Centers should be closed-captioned. All new videos purchased for general use should be closed-captioned.

Signage

Signage text should be sized according to the viewing distance. Signage should only contain Pantone 307 and standard black. A standard white background is acceptable to allow for sufficient contrast.

A Missouri Career Center should be identified as such on the outside of the building. Only the Career Center logo is to be used on the sign. The Career Center indication at the bottom of the logo is optional.

If you include the local office name, use Times New Roman Bold typeface. Center the local office name in the area below “Career Center”. Colors are blue (Pantone 307) and standard black. Inside the Career Center, in a prominent place, there should be another sign with the Career Center logo. The partners may be listed on this sign, but individual partner logos should not be used. The colors should be the same as previously indicated.

Telephone Customer Service

Greeting:

Telephones should be answered as “Missouri Career Center”, or “Missouri Career Center – Independence”, etc.

Directories:

Yellow, white (business), and government pages are all available for advertising, listings, and referral listings. When advertising or listing phone numbers, be sure to use Missouri Relay numbers as well. Many listings are charged per line. It is important to know and understand these costs before submitting.

Yellow page ads or listings for Missouri Career Centers should be listed in the “employment” category. Referral listings should refer customers to the Missouri Career Center listing or advertisement. A list of possible referral headings is provided below.

The white pages (business section) is another area to consider listing. The referral listing headings below can also be used to direct customers to “See Missouri Career Centers” in the white pages or “See “agency name” in the government pages.

Examples of referral listings:

Career Center – see Missouri Career Center

Workforce Development Board – see Missouri Career Center

Job Service – see Missouri Career Center

Rehabilitation Services – see Missouri Career Center

Rehabilitation Services for the Blind – see Missouri Career Center

Career Center – see Missouri Career Center

(or “See agency name” if referring to government pages)

Voice Mail/On-Hold Messages

It is recommended that after regular business hours, a voice mail or answering machine be in operation. At a minimum, the Career Center location and hours should be provided in the message. Some Career Centers might want to provide the option to leave a message. If this service is offered, the call should be returned the next business day. If a customer has to wait for his/her call to be answered, on-hold messages present a unique opportunity to promote Career Center services. By developing a script that promotes various Career Center services, we are taking the opportunity to inform the customer of other services available at a Career Center. It is recognized that not all Career Center telephone systems are capable of on-hold messages.

Web site Design/Internet Marketing

All Career Center web publications must maintain a consistent look and feel, including approved logos and consistent use of those logos. Web publications should be informative, easy to use, and accessible to the widest possible group of customers, using a wide range of Internet browsers. For additional information, contact the Division of Workforce Development, Larry Hightower at (573) 751-3346.